

THE MACLEAN'S POLL

A Confident Nation Speaks Up



Canadians say they are realistic, optimistic—and sexy





Maclean's

ZANDARY C 1865 VOL. 96 NO. 1



The Maclean's Poll

In this special 33-page neckage, Machant sepleres have Canadians feel about everything from sex and marriage to their jobs and the economy, and reports on the nation's updeat mood. Indeed, as the poll, carried out by Decima Research Lid, found, many Canadians ocen boaynest specimistic and self-centified as they collective and self-centified as they collective moder to enable to go of the policy of the pol



Environment Films Fotheringham Newman

POLL Every Analysis The Economy The Parelly







FROM THE EDITOR'S DESK



The birth of a poll

The production of this word's Blyoge Medican in Dectma Poll section is the result of starty two years of editorial beginsterning—which produced almost 200 other possibilities for a para-specing imag. Trafficionally, in the cycle of worldy resummantee publishing, the first issue of the year nearly

recuts

In early September a meeting on the subject was about to break up in surrender when promotion mag-



-whill the called a best of the satisfacts appeared to the called a valuable samual featers Black pointed out that such a pall would enable the magazine to incessore year-to-pear changes in attitudes and perceptions and credd become an increasingly valuable anayeast look With that.

alytical tool. With the the project was barn. Sentor Editor Ang. Perrante then took of the tank of organise the largest project to the magnitude has eten the seguined as edi-

understand. In soft succession the registrated an editorial prediction team and began retroversing shows every major position can and began retroversing shows every major politic cognitization in the country. Six social contentality on Desaina Desaina Carlottini, and after several meetings with the first is president, and after several meetings with the first is president, and after several meetings with the first is president, and the president of these profile of the president of the president of the president of these profile of the president of the presiden

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— FOUGLAS MCIB

Mail

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for Kernesdy political exampaigns. Lanforch first marriage ended in divorce in 1966 and he remarriad twings. 1960 Horkey Hall of Pame memberleha (Jako) Hilled, 60, who was made traded from Revinguish to Bullalo at

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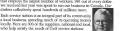


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NEWFOUNDLAND

Butters Technical Service (2019) Set - Dr. Set Marin E. J. Electric Lat. Corner Reach.

Find out in detail how Gulf Canada

1983 Annual Report, Write Bob Fenner Dont 417M 130 Adelaide St. W. Terrorio, Osturno MSH 3R6.

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shanical disasters," World, Dec 17) the nearby burning propose our As the

deaths" Record is not that for from - NICHAEL BEIN, Chebon, Que.

Second thoughts on NATO

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MACLEAN'S (DECIMA BOLL

A confident nation speaks up

By Peter C. Newman 1984. No one could articulate treeviely why or how the national of crimerum before uncertain economic inhidebound social restricts, most Canadison at have held our psychological residing. Not since frontier



Sunda different from to technology. The you of

nation's 'beritage in a free and enterprising people makes | being boycotted at many deventown corners | Canadians particularly well suited to remaining open to all It note turn out that the continuation of modern technology He was followed in short order by Queen Ehnabeth II, who

really worthy of our easy. And so we finally seem to be

narretown of leaders of the scrap-eron calthre of Exchard.

made year to lamiferate our behavior were to not as country clear when we could cope The American people west through their own tracens of Victours and Wetergate in the 1960s and 1970s. It was not

our hard-earned statings to operate highflors such as Dome

and With the enception of his "top whose like up old school reach about Brone Markaney, Mulroney has moved from streneth to streneth, exploring his greatest political asset



uniformity. In overything from nexual modifications to helpto othir of their own a sense of state rather than fasher, one through to me when I attended a st. rails in a Vancouser and began dispensing his campaign chebis like so many after-donner mints. The audience not only lapped up the Departure: The createst change of 1984, of course, was peditiral. It was not so much the substitution of one phalans of your in him colds for moder that made the difference, but | name rainfrom willing Malcony's caylish, manuscounts the departure of Pierra Effect Tradeus. Even though we | decided to seen their new here in his discussed state

elected him four times, he had become the lightning rod for Still, as Supt 4 Canadians deposited their boses, dreams

our diseatinfactions I recall watching with fractation a and aspectations on Malroney's underagging absolutes O

drendant the present and nerveusly occinting at the fatere

Canadians (at least those who are healthy and have tola)

Binarings As If to val

Canadians claim the future



which of these are you most concerned about?"

VALUE OF THE DOLLAR FEDERAL DEFICIT..... NO OPINION (VOLUNTEERED)

gigning of 25%, the traditionwas more than a nemental night wish It was motion, a collective cians Poll of public opinion, so overwhetever 18 nor rent of Cameliana citranskip, a still-impressive 80 per able future either "optimisatic" or "very

chesnic uncomingment. But overall, the boseful individuals increasingly caught The Macleur's Theren Poll as en-

al Happy New Year greeting graphic regions - on a mide variety of a country that returns the ability to switc at their (page 43) One poll respondept... servering the spector "Thruk-

duly depressed by-lin own reporter-

more we are able to affect the things we Respected Altourther, Derryn Esmurch Ltd. of Toronto put 43 questions

Still, the level of Canadians' saturfacfrom region to region. When asked

entificially rendem named of 1,000 Canadians, both in toban and rerol comcome level and place of residence. The 1.500 sample to large, by politar stanpary Said Great The response drawn

The breakdown of the sample accord-Prince Edward Island, 10 and Newfound and, 62. Some regions, such as comparisons mere accurate When take.

Amazed: Marinus's commissioned the coll to discover what Consdison

fature, their country, thousaston. Per-

asked those Canadana polled Think-

penggrade about your personal eco-

Generality: The poll also reveals a preserved a spirit and a willingness to consider the pught of society's less forrating Metropolitan Tercets from the towards. A slowed will howest responsationar to add a

articles customed in this package tions (TO per cent), perhaps frustrated poars wifing to consider the redical by a larger/shirter energy sector, as both | esecopt of yob sharing (page 35) to help Economy/Government: Canadana regions, were the least Decrea also | sales the unemployment croblem in all. courds as of the economy (pore 16) A. they looked most to government to prounemplayed person can find work." To help Macleur's analyse the polinomic prospects** Tocontonians, whose | roughs, Denma's Davital FDF 11/44 com-

sever-all of which are reported in the

cent to labor unions. At the came time.



Iving (five per certi), and the threat of | takes, vames, employment, posts and | in the publical spectrum. The Mcc-

indistince and ability and not as much on government." Because 1884 was an

der Prine Migister Bran Mulreney. nadians are moving sharply to the rucks. cept surved that the frderal deficit-s prime larget of the Malrager government, as well as a perencial villanon to our ekildeen family has to be out programs, a characted regist-wing

nadana return their executed furth in closed by of the faculty our cases 201. A. ger couples, toward living together in

Manual nation of marriage is decread. But with the statement and Bellish Colone | a sold offers to some though Consolling

Dactora's Martine Cronym, Broom Anderson: compiling a statistical portrait



NO OPINION (VOLUNTEERED)

the responses showed on significant re- | demand the trend, whereas the sourcesgional differences. But there is strong and rewarding it's without children" (37

Serverity Love apprecially thriven in A full 74 per cept claim to lead active tex Ives, with Atlantic Canadians are district. No one many and commoside rating when asked to assess their positive social development Generally. one of the few poll-enterprise in which | older and less afficient Canadians con-Curiously, in light of claimed sexual scfreity levels. Quebeers rated their

appearance the highest at \$50, resi-Manage One of the nolfs most signif-

The low self-estates of the nuller's themselves a rating of 6 or less, while

pogworking women out themselves in

that enterery



Swedownest: The pell represts Co-

nada to a matem of concernitions work. Canadians (63 per cont) believes that it ers. Beyond their wife conners about in being eroded and that the next powerexpetuated satisfactor in, the works trade was most prevalent armen the "satisfied" or "very salisfied" with their pole because they needed the energy, a moster's evenestic realities with a social i mean to doubt the according of the fladvated by a mad to feel fulfilled

Also significant in the poli's fedour nate who Others have said that he re-

VERY SATISFIED... VERY DISSATISFIED..... NO OPINION (VOLUNTEERED)...

not of discountries appropriations, State, week that of the nation as a whole. Asing The poll reveals that among the reachly 2.6 office Canadana aged per cent picked bookh, whereas call 14 our cept wanted more meny and eight per cent a better lave life According to generation of against chiness to annual

Still, Canada's ederly -- a quarter of weal eccappie croussissers, sed a further 75 per exist said they were con-Yearth: Nost of Canada's 18- to 34year-alds spearently are far from restmerchine have been sharely referred, and

1860s exalt4 liberal A total of 66 per

cent of respondents aged 18 to 24 (non-

population) agreed that "takey's young

How satisfied are you with







Of money and politics



STRONGLY DISAGREE

By Carol Goar eventually it is unlikely to War and Ministers Dearer Manhanest's day of the electronic could take place within defait. The Moclean's/Decame Pail re-

to government. Nost of them appear to have assessed Muleymen's resolut that management to begin its task. But they whose that Ottoma correctly provides The government in between a facel rock and a public opinion hard alars."

that we are named on to our children-

ness, or unness?" a solid 50 per cent

Canadians whether they were within to

outtons of one Or demonstrates the conflicting demands on a range of moses

Ownall, the poll respondents indicat-

The federal defect is an angale hurden ed mandenmonals (14 per cent), those It has to be out." But when Decima saled | (4) per cool) and those carring \$60,000 | ture That national mood - homefulness.

with a college or university education of well-being about their scenarios fo-

ether vital questions. When esked to

Malragey operationed has made cutties nonic strategy, when asked the ownnet weeth anestaloweest. The only other significant economic concerns were cracial inner-probelines the differen-

Canadians were riding a wave of opti-

resherator represents both Malron-As the Prime Minister lays the the different demands before made by Constitute. The nation appears to be looking to him to launch a major job-

are very real strictures on what expen-Out of every delier that Ottawa spends. +22 cents is used to pay interest on the

to be large. Finance Michael Wilson rough that rought in the diameman range accompanying his Nov. Reco- destined to record an engagementally

allowance comments, the government's

other support programs, •20 cents goes to the provinces and mumerpatries to figuree their health care. sestems and to provide equalisation values organists reliteral soraries. That leases unly 24 ownts at Ottown's

to aut its own prescriptures. Still, the thely paintess. Ottava-based socrete. Hittoroget One explanation for that approach in self-interest. As Decama's Dance Anderson nated "Energye to vices which affect them, but that relac-Soud Gregg: When you come right down to M. H as a position of economic by amproving the efficiency of the pablic ment to reduce the deficit but they have service, but the total impact is unlikely not given the government a raundate for

That could mean that Canadians are



ing created expectations it cannot fulfit. on and you do not maderate them, they Per his part, Wilson says that the recent speech, he told a group of business

defeit has to be rut," company 4 with a national overage of 15 per cent. Signifur resustance was evident among the onem-Mattendate But over among those ore is a relatively new potton in this who gits the defeit as a serious connercountry, and I am concerned that Cana- or concern, there appears to be no con-

nick, elderly and agentologed Saad played [16 per cent) and among those. Gregg: "The interesting thing is that hour to one of mable adventure by a sufficiency of less than \$11,000 a year others in still this stressy calculus on the government when we are approved to be diago may not fully grang its come- sonous about how to reduce it. Officers

By contrast, Declara found that those that Canadians have conferred upon

strong nationalist tendencies in this are looking for a new style of government, not a radically different set of Such attriades, Segal said, help to ending the federal-provincial disputes But for Mulroney to bring about an fuffered Se far, there is Ditle aviawang Caradians Indeed, Decima

name citaating Sighty per cent of at the healt of the 1961-62 recession, try bas suffered in 50 years, Decire a formal perfection to be increasing. "But Clearly Medeunov's honeymore with the Canadian electorate is continuous the manrye mandate that the country

programs, occourage foreign savestment without enduserring Canadian

soverementy and create thousands of

Whom do you look to most to ook after your best economic nterests - government uelness, or unions? NO OPINION (VOLUNTEERED) How satisfied are you with your own personal economic situation right now? Would you say you are . . . '

NO OPINION (VOLUNTEERED). coances or shore my concern about it " | The Mackeys b'Decires Poll appears to ety of suggestions. Poil participant Hareld Locks, a 36-year-old high-school inefirm orient recondents to early their teacher I ving in Sheltorne, N.S. until that those with high incomes should be cent), for those carranged least \$50,000 a year (30 per cent), for professionals (30 making \$50,000 to \$60,000 does not need per cent) and for those in their prime earning years, aged 35 to 64 (26 per

VERY SATISFIED.

a stadest and part-time presolitant, said that family allowages payments should be taken away from the rish "Somebody sacrificing any of the emiting social Bet wood agreed that readgegre should The definit filerann is representative investment if he essent de that, he will

"blend of opportunities and constraints goodwill of the country &

PROFILE At work with Vern Gilbertson

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8,000 businesses Into bunkrapter this war Still Gibertson has deep and a daughter in high

see following the Conasystime traditions of 43 million Considers looks to the new Conserthat the concentracts has jobs for some of the

nomic para before the re-

contradictory but be says. Gilbertson, wife Jeen consisted of the need for federal spending cale room to pursue both objectives if it class-

Carnels between 1975 and 1981 Rus they | fired, the reuses Cillbertum slimbed of that," he said "We said have to get hanking experience, during which he like city of \$6,000 (Titlestace's decades. interest Patro shoughted in 1981 middle-class founds learned to set its Gilbertson added that the govern

the Ottawa bureacracy which he is con- | with a minimum of horrowing If there | extras-

Term Gibertons left a 25-year | wherel consumes many of his tax dol- is a wadn't downton in the consume, he has the finishfrir to cut back regular Gelbertson says that the government forestore store in Brancee, Man. In seeally, as were most people inter- about adopt the same hard-headed anniemed in The Maclore's Decision Pull. proach to its hulance sheet as he bas. When money is abort, he said, loxuries man was corresing enemy see type or the man time to water capers agreement with medicare should be elemented. There is no reauster Brian Molycony calls the "driving" and he is not kuppy about the cute in the san on Gud's Rarth that I should get a force" of the Carachen eccessory. State: Carachen Broadcarding Corp bedget. family allowance chapte for my discushe became a small businessman he has Small businesses like Othertase's ter," he declared "And Pierre Druheau



Aboning The furniture dealer save that there are several wars shoel Wilnes to contain telling deficit He said of anyonal neonic in Frannet for the tobless, but he overhanied As well, he nearways should be discontinued Gilbertson valuence officer as one of some 400 Crown

Gilbertson conceder

THE FAMILY

Taking stock of the family



By Ross Lavec the updace, the policeros of rollied or viewed as presented. He canncontrovertible, one in every three Catadian marriages are falling, and slarmingly high num-

oles who got married tended to have (69 per cont). At the other end of the

confirm to the running of The Maclous's lands as not within 10 or 15 years to the per cont of Settish Columbians and 49 despair and given about funding to

O OPINION (VOLUNTEERED

sedemonr a profound evolution. The sterestypical image of a michae famiby-a working bushand, his stay-athave wife and one or more dependent warmen into the labor force Indeed, one braditional relationship, between man, with rabbe or elementary arboal advanrisary and childhouring In the rest, con- turns (68 per cent) and rural residents

children as a matter of course, those those interviewed in The Manhom WDe-

Variational Is many respects. Cunedaearn a living In general, the higher uprolled "newtraditional" mews about the At the same time, the sarvey's find, | sarv for a bance rewarding life, even

and slightly more than a quarter of for the Afternoon apprehensive any in-Revolution in the 1960s have left Due-

office of the French in Office. That are Assert One reader thange, Frather and has account in the consecutions which people bring to marriage "The business arrangement," he said "The Among those who tended to be more

wrong to interpret the high rate of mar-

problems, and that is a very builthy

Abre Spence, 37, of The Pay, Man. a. ing" In fact, more than three-courters.

or not, and the children suffered as a



cording to University of Toronto historise Edward Chories the organic of the eriselessings at the University of Terms | that have only one or two children often productivity Said Shorter "The unenjoy a richer home life because the tant course of stability during a nernal Lengyel, 33, a Winespeg mother of two

force. The fact that many women earn

history have mourned the passing of the she will got to leave the marriage in search of filters tion and received fulfill

can somehow turn back the clock to a



and talking about new tell; about in flavore." Warret In their quest If, the couple is also heed. Originally thro were attracted to the

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learning to walk, they friends, Onkley taken a

fects of mucker war when I was progrant

and an ever latel feel there is born and the man of of there is that I had a child It three or four years from now But Law. be and his wife will have no more than cureer of her own. With a combined

astistic adults a month before giving really do not see anything wrong with

will not have to spend the next of we life. looking after there At the same time, reductions in shout the quality of family life Some socialogiste say that lew fertility rates afficest couples who delay or furgo the viewed in The Macloon's/Decuma Poll \$45,000 a year and that children were those currier between \$33,000 and the problem of localizons in modern

STRONGLY AGREE

STRONGLY DISAGREE

EITHER AGREE NOR DISAGRE

NO OPINION (VOLUNTEERED

to 'I defeately want to have kids some

obsging a connecticised belief in some society But others leaved that families | earlier period in which family life was There are so many divorces to day, in 10 or 15 years the whole

These days you can have a

happy and rewarding life without children.

نتا	it may be forgotten.'
STRONGLY AGREE	(8%)
NEITHER AGREE I	NOR DISAGREE
DISAGREE	(2%)
STRONGLY DISAG	REE(15%)

Online I me departer Advisors' narrared concurs over the quality of the excellentoods Reserve Onliny was already to-menths programs when she and her common-law bushand, Heric ougrapy Gabley was already two | of baby Adrience outsinh; did Like they Oakley and Low are discovering tably gauses profused changes in these

bother to su through, considering that three of we, we night as wall make it

spective on the world gradually shifts. arieritius—on everything from nuclear we were already living together But we | war to the ideal sort of neighborhood her job as a social worker caring for | might sound selfish," added Law, "but I

PROFILE

At home with a Toronto family

Canadians rate their sex lives



the highest rating? 1 LOWEST (1%)

NO OPINION (VOLUNTEERED) (2%)

The mean rating on physical looks is 6.59 By Ann Finlayson

deal from a time when rubbe morality decreed that brides should be virginal, husbands and sex education is offered by many According to the results of The Macless h/Deriva Poll most Constitues have been good or bad for their exciety.

become more conservative and that the their attitudes to sexual matters Cana-Described: Describe that notable five-

at permissiveness was for the better or

tive at all? Fifteen per cent of the with that of others, most Canadians

But when asked if the obtained in rough . less several her several or cord of . Ever one described the matters in very

erape Canadian Another 27 per cent

syrram Eight per cent effered an

recessionly sale. When asked "Moon people feel differently about their looks.

two ner cent were new thing to make now

with lower resource homographers those about sex that differed significantly views to sensors. Working women tonded to know attitudes nearly described think differently from somen. And even

worsen abarred that even Men also re-



Physical May were also more tikely then women to see the macives as more does Seven ner cont of the mon polled men said they were somewhat more accost of sevens. Pully 23 nor cost said. Another 15 ner cent of men said they

Surjoussement and up variables also about accounts. Young recels were much more block to volcame a more vetred neonle said that pockety has deat Arthur Teals, a retired Victoria.

ty Seventy-rine per cent of responthen believe that has been for the warne. High-income exceess were also

more likely to describe therwistens as

very negotily active although command I to \$3 per cent of yard Canadians. The I said that they were do so look below

what regionally. At one and of the speclases (64 per cent) and the Atlantic is states been trademantly have improcharacter attitudes toward say have sequality, and The Muchos le Dorima been for the worse. Said poll respondent. Poll confirmed that they continue to Affer Specce, a 37-rear-old mother in have a measurable effect on Canadians' The Pau, Man. "I think we have gone a views. But in the case of women, the cold firth too far Kids are growing up a lot also revealed a dramatic, and less pre-If that auronerstics was descript 17 or | word see The soil reachs between that dents who olyced theraselves in these



Compared to the average Cana dian do you think you are muci nore sexually active, somewha nore sexually active, somewha ess sexually active, or much less

or so be believes, may well be a well-

Second Joseph on Blabelow

sexually active? MUCH MORE SEXUALLY ACTIVE... SOMEWHAT MORE SEXUALLY ACTIVE MUCH LESS SEXUALLY ACTIVE...

ple said that they consider themselves to said they believe that Canadian unjust

free get Quebecers also had a general by harbor and firm on notificated in the fact Still, only 18 per cent of Quebecors deinces were most likely of all to desembe

mare attrades in caumon with each against sexual permissiveness. The er in the United States, where the rightpring and politically action Moral Mayor. the new claims more than seven or Thou action members is nowhere evident in evats that while reast Canadians' attidecades, for the most port they have

A liberated view of a sensitive subject

ages of 30 and 35 currently curring a Darlard and Jan Tajak are among Cherry per cent of Catalana and the control of the enestioned in follow-up interviews, they

Milch Tabak, a M-coar-old store man- who are having troubles of one sart or stundly active than average Like most a lover." Thatty-aver-puz-old some ply want to spice up their free a little Otherwood of complex toly to each other | redisen who have delicable factors are: defined their sex lives writin a context

keen the lines of oppositionation open." and mixture towns of The Pan and Science Mitch Tabak carries that Thompson, Man, he frequently found obligateble openess with him when he himself as a temager attending dances of compliment and affector. "I thank goes to work, As Managor of The Lore where, he renumbers, the "pays cutthat the best guarantee of a hungy man. Stop to desertown Wanager be office numbered the critic for about 400 to

I place in for couples to be friends," said | spends time "counselling custamers

E-and the two always come with a

toward set have changed," he said. to expey sex too' and they are placing NaFree Jan Tabak, regard in Witterone had been suppried hefere at 18 years, and she found it difficult to to-

ultimately she met Mitch Tabak in a

engalf the issue has abated "I think they are better educated about my than

more seconly active than average Betappropried alotte in strikeden removed coord permissiveness Pifty-fire per even

discomble effect on attitudes to sev-Dely to approve of the furnition that widowed, diversed and separated people

dents (22 per cent) were also more likely or widowed, senseated and diversed rathemselves as more sensely active as

The image of rural Canada as the last bastion of traditional values was unsupactivity Respondents in rural areas ing would page than were their urban

afficantly more conservative Fifteen

The way women see themselves

React are 4,000 km, a prosenight years agert At \$1, Beauand, like many Canadian women, she roomy but also for her personal fulfilchildren and oranichildren-and to agreement the orelangulated sectal change. result correlated Springs of The Man-

ayer But there the agreement ended

ingrovement By compution, paly 34



whether they committed themselves working waren and that they were not less active that among working waren

active, not very sexually active or not. and if per cost said that they were very reach less active than the average Cana-

dian, and Niper cent said they were less nameralism names rated themselves

The noll also revealed that working women are more likely to be optimistic about the future, to be more satisfied builth race income a better loss Mone builth Most working women chose with the statement. "There are so many divorces today, in 10 or 15 years the Gallity And women who work at home perts for the fatore. When they were

confectable Water was change to work when they do not absolutely

in which she believes. She serves as being "a nacefully tireal and tension?" resident of the BC branch of Real years woman and an accomplished for my facility it is a convenience reason.

loame, 7, and Maxime, 5, she is the managing director of l'Arrière Solne, a a scale of Lin 10. Street out of medicar being told that they should be not those philippen's theore in Robell a small



have to, have made a duminon Homemakar Steacy working women who do not read money 'threatan this society

there are other people out there who er, grew up "I work for many reasons." understand what a worthwhile job I am | she said. "It is not possible fearcially for us unless we both work. But if it

On tracing the survey's respondence. The ned understee that two threes of laking themselves "Many mores do

concern in far the chil-

gar hopen and being a positive influence on her children's Dyes, you can-Street for the children beer and I on under Ges can come when a

band's mother, who also places and is what I am doing, and I do And, of course, we needed the money ber behavior end to the life she has For Perey Steary, those attitudes are

agathene together agamere. My obeldren learned early that getting to know their grandparents well is an experience to week full time. A further 26 per cent corn to them. Beauthours and Street well worth having. My greatest hope is of women who work part-fune mid that Steam blames the forces of measurement | realist the high print their families will | right to lend their fives to they want to for many of the ambleson of somes who again of they exten the work farce. "When What they cannot agree on in who, or work in the house. She said Senfoatts in woman erver up being at home during what, is standing in their way &

related stroppeders in the home, and might cake the problem of straying larly after their children are old enough my sympathy. But for the others, buying and amaterative. And, she added, "My a bouse right away or taking a trip to relationship with my hashend was not moved his family 54 times in 55 warr Hawatt are necessary expenditures, good when I was home all day, I needed

Over the past 10 to 20 years would you say families and they made it naushie for me to rease a arre difficult condi-Abertions Through

ld you say this change has been for the hetter or for the worse for Cana-

world before conception Afterward Name of the Marines 's/Decime But she added "There are meny times Poll indicates that many nonvertigar

persagraphy, and the

Stoney and her backand, a retired freshing writer have board in Survey

WE'RE ALL IN THE BUSINESS OF MAKING A LIVING.



CRC Television's new prime-time program, Venture, is for anyone who finds the business of making money exciting and intriguing.

Venture looks at every facet of the business world - profits, prices, ideas and innovations.

Each week we feature the people who drive our economy. With a new perspective on business for television - individuals and companies, the owners and employees. It's the kind of insight

that money can't buy. So if you have business interests, or just find business interesting, join host Patrick Watson and correspondent Carole Taylor for Venture, every Monday.

VENTURE MONDAYS AT 7:30 PM



Fear and hope in the workplace



By Hal Quinn Canadian surveyed said that they were is a reality that touches must Canadians either directly or nearly every nine Canadians able work force. The impact of that fact. is evident in the retilizate The Mac-

loss's/Decima Poll When asked 'Inyour operion, what is the most impor-Buffeteds Sympleantly, these who taxt issue facing Comada today the one about which you, yourself, are most those earning less than \$20,000 a year possibility of nuclear war (six per cent) (61 per cent), those 65 years of use or problem, the pall discouvered, Consolium | Thely to appose you sharing were those are now willing to look to new, even. 16 to \$6 years of age (\$7 per cent), reflective the labor force forball a gent) professionals (5) per cort) and materity is even willing to arrest the were (92 per core). The nelly was also novel opposed of job sharing

anked." How satisfied are you with the ince of Outurio said they opposed the

The poll shows that most of the 11,153,000 employed Canadians are sattechnologies which might elicipate

strongest support came from the unem-

corning less than \$30,000 a year 135 per

per cent'), these with a university educawhile Canadians on the more agriculpentl were most likely to say that the Dell supporderts also indicated that substantial numbers believe that Cananoused surround or atreastly surround with the statement 'The next generacies.

will probably not be as dedicated to hard work as were previous generalisms Professors Of the 1,500 Canadians saturationed for The Moclean's/Decima to feel fulfilled. Quebec residents (36 per cent) were the most likely to work fall time to feel fulfilled while recode on the cent of the working women poiled said time dat so by preference. Men note race likely to work mart-firms because

A 39-year-old Toronto management constitut Vareuret Wilson in arrows And while Wilson's husband in Person. to be full-time tab. When now her will choose to work part-time "I know

are loss accessifing new or that we can access things more easily." The prepsares in the workplace and rapid

charges in technologies are contribut-

eccessing. At the madpoint of the decade more Canadians, almost \$5 withon, are nov other field. Just under two militor. pley roughly 764,000, transportation. nies, 640,000, samesiture 475 cms need Spreaders, Subgray and maximo, 208,000 Affected Usemplerment usually afdisactive Pully 190,000 Canadrana (re-

new as local to their employees."

50,000, agriculture, Societry, Schemics leading private sector forecasters



entakeyment refrister blood Awarethy In 1983 for a number of cabaset reinfodiscreed. While Canadians remain shall. I don't see why they weald go around training people for jobs that indicated that Caradians are willing to cost Dennis McDermott, president of contrast Canada the noil indicates empre radical solutions to the enem the Caradian Labour Commun which

who want to use new technologias Others have said that by resisting technolises, the unions are going to hurt our econo internationally and that this will eventually aliminate more jobs. Which one of these two views best reflects your own?! UNIONS ARE DOING A GOOD JOB

tion. Bifty our cert of

Painter Poll resmonders

come Person and married

October to Trul where

ice-flooding reachine at

for a better veh Said Issue: "The entern-

to had all each namener "For a schole man I has mently well in the witter," be

One of the suggestions which has be made for deeling with unemployment is idea called "job sharing" where some who has a tuil-time job gives up some of his her working hours end incoma. Would STRONGLY FANOR

lab sharing, Caradiano were following

Canadian Morral Health Association

and "and it is not to up to the heads m | form also supported by Javan Njavapy, | point in the lives of most Canadians to

Describe with the unempiosed Johahar- the yet of doing it remains the focal

fax, and for now the high school gradu- playment problem. In their resultants to

ment "He added "It ereacce a mushfus where ple cannot live on a Still. Canadians are stubbernly optimistic British Columbiana, 94

reach for half as much

leasthin, Marshall de-

sorthed sob sharing as a type of "marmi employ-

saturded or very salisfied

the buttoes (XI per cent).

ware professionals (ac

wests /90 per cent) Law Rocks to be

and those earlier less than \$10,000 a

year (72 per cent) The Moclone's/Declear Poil has made it clear that the

Viewing a job from the bottom up

has at the Chrysler Canada Ltd in Wirelese. Ont, in 1964, he was ful former a laws family tradition. His fa-100 years of labor in Canada's natetto-Não fostories. But the #Longraph futber of three faces different challenges than

watching and setting up consputers and guest In a group "Some porele see "I rebots What we really need now is not just two hands but a brain and that make another opposition," he said Portl, oar budies at Chrysler and transhis union, the 120,000 strong United

PROFILE



Tennier of Windoor GM pinci; reaction to now technologies, consection and a hard but much a suck the work ethic and the introducnationed with their tobs. Still, in one

significant area be differs from the ma-

not work. Indeed, Tessier is a man who is

Dale narrosse Touter added "I think Tennise valcornes the new technology we should all be applicating The Jacocheaper and they are going to sell bet-

dood on an undestry that is suffering

idea of sharing his job and his salary For now, Transac as satisfied with his job at GM. The Tenniers line up an old but recently painted home in a working-

Greatent Despite the

six of seniority rather

its, not the yearger axe

changing requirements of the job mar- ter. The younger men at the plant agree enting," he said, "and not the autembut He declared "In the future, working on the need for new technology Touler | bits inclusive

Young—and not so restless

problems of their age, many young peo-

agreed with the statement. The rest



STRONGLY AGREE (14%) EITHER AGREE NOR DISAGREE (VOLUNTEERED) (3%)

DISAGREE (30%) STRDNGLY DISAGREE (5%)

By Shous McKay

the past century, society's with a discinctive syspency Inthey more "fast" in the 1920s and unshells in the 1968s. The page turned on 1980s Accreding to the analysts, young world occurrents are today's realities.

pendits have proclassed a new Tool Continuenter Stat The Marinos h/Do-

boom generation. The job market they the pepulation as a whale And although tion continue to fill the mobile 30h

their responses reflected the unique racks it is unlikely that today's young year-old University of Manifelia sto-

the year 2000, demagraphers predict

nest Liandre Williams, 21, of Dulboucause for unways. Pully 40 per cent of

poli purticipant Niched Dres a 20

and it was somewhat Blots or very

About Among tedan's youth, selfrely more on individual initiatives and tode was particularly evident on the

no defence," he said. "The same thing

to reake the same mistake." Added rependent Carelyo Weelreer, 23, a Colga-

Still, petiming and confidence pre-

vall Caradian young needle seem maliyoung Energy, expherance and time are the government give you a sob, you also

to the poll spection. "How would me

ployment, 56 per cent of all Canadiana

surveyed favored the idea of giving up | have to-and that I should-do it on my

sebools in Canada Is 1985 there is 1978



on their rids. So are looks. Responding I give them the opener to take it away. You I have to have an education to set a decenunemplayed young people agreed. be bere though self-sufference to band to Continue That is a view readly asknowledged by young people themselves When interviewed fall retter the of Toronta, noted that he opted to enter

applications, I get frustrated," said Yee in becoming a chartered accounts and Then I think it would be nice if the because 50 per cent of the oniversity's consumers would star in and vive me. With confinites obtain tobs Sand Soulmuch But addinguished know that I will lieve. "Many of the opoblems people of



DISAGREE (26%)

STRONGLY AGREE (10%) STRONGLY DISAGREE (2%) NO OPINION (VOLUNTEERED) (*)

NEITHER AGREE NOR DISAGREE (VOLUNTEERED) (4%)

are confused Today you have to be influence is over Canada. We should be ly, Bandy Alice, who was born in St Detays, this year, "Since I was a hor, I ter adult life, they appear to exhibit wanted to be a policeman," be mad "But in husb school I reaksed that without an I can start higher up the ladder." negally active. When noked, "Com-

rade's opporation of worth into tightabout their own encorre-another cor-Banifester Young respondents descenthan 13 per cent of 18 to-24 year olds.

compared with a 68 per cent survey overage, agreed with the statement yrays " Said Soullage "I believe the is success's responsibility to care for Young people, marganally more than

ing life without children"-by 44 per

Searter Seriened with a macreatic outlook, nelf-confidence and outlantin. today's youth in clearly anticipating a prosperous fature And, in spike of the To notial service agencies "These kids have been exposed to more information less sexually active" 41 per cent main-

But the poll found little suffeation better label than "lost "ch-

Everything is changing so fast, it is hard for me to imagine what ife will be like in 10 years'

STRONGLY AGREE (12%)

NEITHER AGREE NOR DISAGREE (VOLUNTEERED) (3%)

Woolrace 'My values are different than

DISAGREE (30%) STHONGLY DISAGREE (3%) NO OPINION (VOLUNTEERED) (*)

The outlook from the classroom

Canad in the fiving room of her per- | closed, "I believe that I will solvies | before I do that, I want to gain all the peri- confictable home in Wassi- what I want- and that includes a good | knowledge that I can "Airweby, her ef-Deer's suburban Westwood area, 18career and a high standard of living focus are reaping rewards. For the past -because I are willing to work hard to | two years Armstrone has manual to her life with an eyeal mixture of earths get at "The partie terranger displayed pay for her university observing with place and previous. The daughter of a her commitment to the work other at an innersy earned from monderic rebular-

childhood she fixed in vari-North America Pour ware ago, along with her parents and younger sister, Crady, the pretty brown-haired travelling. Armstrang's reflects on the pest, the mars and Girl Guide meetines Semmers were a time have were ment reading and drawing Still as Armstrong briegs har actabion. ranks on to date, the wager gradually replaced by the woman prepared to embark

strong knows what sh long time," she said. "I see ife will be a reflection of tered the University of Manifelia (we years are take courses in management and advertisling after

Beforetten Like man

members of her organition morrowed in The Mac-

psychology and she plazes to

Armstrong: sail-reland, optical tic and committed to the work ethic said Armstrone, "and then to under- | early stage. Always an honors stadent. stand about business. For it is business. Self-reliant and optimistic, Armstrong shares the mediance arranged of the bestines would "I countrally used upon old off take full education of all

ships and part-time tobs. There are difficult," she said. 'It is a fact of life that more interested in finding ways of dealing with hard work. "I try to keep up with The young stokent is with the swiftly charging particular, the welcomes

With some reservations.

for less onegarmity. People today can

high selool to sequire a knowledge of sipeg there is little doubt that one 18by many worse Caradians. See do. to our my our company "she said "Boy har our loss

Assessing the sunset years

starred that the may lever of the riderly presenting of region to be benithing meet of a Colpary school for now live



By Mary Janigan wiff to better, while 26 per cent said that financially, while 41 per cent believe withdress his project and policyment are Decema Receive Ltd.: "Many occode siderly now But he sare that they will consensus surrougs the Englishers of The

O OPINION?(VOLUNTEERED)

good health - and a better sex life But Ble Connition oversally, they are unsupport to many ald people. A full 87 per cent of Canadians surveyed agreed that | out Quebec are more lifetly to believe

producessoes. Partnerven per cost de-

Sea Livera In a functionating statustical

mandaton, NB, who with his wife one explanation for that glosmy profic-

Describe reservations, the poll shows conclusion has not planned them into person cliners share that view Still, wasthiers The poll indicates that Son b/Decima Poll. 45 per cost of neoincomes of less than \$10,000 while no-A fall H ner count of Canadiana are than \$80,000 a war are more block to were between \$10,000 and \$20,000 Res they prested most re 1985 only 14 per Canadiana wanted better bealth while elderly, The Manhous's/Decima Poll



years" But he said that the revi to law to well "Renaucon are puttler to go only to one geoup-those that are better off to begin with That cancers coincides with a time their mumbers are increasing In 1500

Council of Welfare But the specime of Canadian society may not bring about as radical a shift in values as many extraver of elderly people did not differ Active: At the same time, spoulfound differences energed between some cit-And 63 per cent said that accety is getting more permission and that the that they are not normally active compered to a national average of 98 per cent. As well, 52 per cent said that their accountance rated 1 to 5 on a scale of 1 to age of 28 per cent of Conspiers who

expects to live impore. Although she has temperarily withdrawn from full-time teaching to care for her six-mouth-old neural penson "I set not really secure," she said "The one thing that I warry about a that I wonder if our children will be an experienced about the olderly an

anod country looks after its aged -- they



1971, he became the head of CHCF Tele-Gulft But Jerrett's life is not sevene

Despite the determention in a Westyle

A telling portrait of a nation

By Robert Miller behind the numbers, at the heart of the poll, are the Canadian people: warm, sometimes angry, constionally amasing, often

Decura Benearch 1200 100-

creation. To some other self, are most conserved?" a total of 53 per cent cried | ene of the LSG mentioned a musey - or even uper To most of unersployment. Among their currents. "You see in the

the respondents, happiness in 1985 was a socure job, a loving cost of Irving so the most reportant problem Said asse presence. "If I were young I would have and commolousement to much of the country's energy in the 1970s Sand one. "I was wonderstar how to define a Canadian, we don't really have a

Bespondents were also saked to particly their optimism for pointed to their positive personalities and their belief in

> confittees clones look to. hard time selfer my ARE road Canadiana

> > cording to the "Prangle"

course strip, happiness

Remondants. We per cent of whom declared that they were satisfied with their economic estuation, were saked. "Think-According to the neil results, lose throws in Canada, with

for a great deal of you in 1984-although its course did not cur ecouthly and many of the personal happress a response.

Seels unused, cat off from the working -from the orang Atlantic remacastream "I do not like being seaand recoding surf of Clarke's Brack. -and all Jerrett's lobred unintencannot shald han from the wrenching process of aging Procs has village

Jerreth Jepleted and Joney, quity about being little, but atill on optimist

Energy One of the 135 people over the he predicts that tomorrow's elderly will ner of 65 in a consensed for The Markows by the herter off fire printly because their are of a finherman, Jerrett learned they should they are some to be work-Morse rode and then worked as a telegraph operator throughout the 1930s | benefits. They have soon other parts of During the Second World Way he the world. They are going to have a rearmed the industry constructions a broader outlook on life." It is the reading

life and remorable work habits. He

question. "Baby Fac lithe California refact won front 21 days. operation) I don't think they should here used a bubous's heart." And among the two per cent who said that Canada had no problems of all was a matrootic resident who decincol. | least none Caradiana are able to convert a loss into a sale. CANADA

ment statements indicated

consider the direction Just

before Parliament adjourned for |

tax to redistribute old-age scentity

benefits But he left open the possibility

ance benefits paid to upper income Co-

The social welfare battle

the sost-cutting measures cathred by

altimately elements a religi

will at fill here as many as 700 additional

By Mithael Clugston Canadaga But "if it turns out that it I Provety Oversitation "I think I change would not be a helpful energias" be raph. its four months is offer no to subsciere are the recording to practice. Added Micircony, "But we said before Christman Screeks and Services



Makes and bearing of the Original Statement and owns assistable

salled class for reforming the social

with the nobile. 'D's kind of like watch,



Anger in two languages

reading the provincial busysteracy ity between the French and English which Premier Richard Hatfield's Conreserved against the bilingual provithe previously \$50,000 applophenes and and mosts. Now consumment officials and menhan Lake Marketon a Wanter old cia Dr Milliament in 1909 nost affec ush because he is not hifte-100 incrine enertators increased a Meanthe Moneton meeting blamed Mingral-

mor's Advisory Committee on Official

conducted in both official languages

tee swenber speaking in French *tells

womber of the antience asked for a

By Chris Wood

In trath, many angiophenes say that cent, anglophenes like Athrey Uron-

called it a French-suppred plot. At the

surse time, a letter published in the

qued within Hatfeld's course Three M.As from Saint John, where angle- tered ifusions over bilingualism O

thing that is Egglah "

Suspend with Harrield's support.

"We've bandled it poorly," declared M.A. Keith Dow A new round of hearings he Coeffeet over Investory in New Breaswick dates back to 1755, when Britzen expelled the French-speaking Acadises

wage In reconse. Araffan stedente

of Jones's house Then, in 1969, the neces

ists the pablic service, patered in a

by the rains made during the 1920s, and

tere's afferra-with the support of

and officer to build an accommodation

Adjusting to a comedown Can months ago 84 Londey was a Eachen currened an appeal \$52,000 to \$68,820 a year as a member of the Cons others it has been a difficult descent Sand Leveley. "The first cornie of Out , before he entered national politics. musts have bud to adjust to reduced circumstances. That includes living on plus expenses ignited of a ministerial values of \$90,200, in addition to \$17,600. Purhament, see elseible for pressure ... which heart at rearly \$16,000 acres-

eral Court. At the same time, former

injected V6 But you'll have to go

beyond Somerset's enti



time with their families Becalled

Proper Office, or have subseque

re-ejected Mrs. Joan Chretien, Herb. state for fitness and amotion aport who est and officer minister aller Man. Greek holes Grailet Robert Koolen, class to start bis own common addition years I have been raising my oblideen Liberal so-capitaters, Farmer secretary dest of a Sigid (Social d'insettione rapediately after the election to C.B. Media, a helding company for the Thdened to run for office in 1979 Colum-Hervieus-Payetta, former minister of state for youth, has been hired as an properties with a Mostreal perception A few former munisters have also turned to teaching Former health suninter Monique Biggs, who did not run in

surpery last June John Roberts, the

tacs at Mautreal's Concerdia University.

tational matters for the Montreal law



tice, is with Stikeman and Ellictt in Mostreal Former international trade Few Laboral on ministers role out the pesitbility of running for office again. although most any that they need a Ropers Wholes, former agriculture minister "You watch people making recommended the same thing two years



ally Still subtle farmer subvest cel.



Voting to renew a dynasty



Indian Priess Minister Baire Gandle, a political scaplyte -which under her leadership had

victory as voters relied to him in a As electon officials tailled beliets, it

curryings to recal detailed discussion of issues Instead, the 65-year-old former

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logically has been instrumental in making those companies internationally competitive.

Shell provides direct employment for thousands of Canadians. In addition, Shell's

However, what many people do not realize is that Shell has long had a policy of

This policy was adopted to support Canada's industrial development and to improve In its search for new technology Shell works with suppliers to create some of the

Through a contract with Shell, a Canadian company developed a multi-terrain vehicle for muskeg; it now does business with Russia and other countries with similar

A manufacturer of lube oil additives displaced the traditional U.S. source with the

Shell worked with a steel company to develop high-strength casing. This casing is

Shell has beloed Canadian companies become resounding successes, their products







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> Models on English Station has at the equity afficiant, dark-sarted corner was financial substitutions have been offer- | corporate affairs, the study claims to

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The attempts to attract upper-income For one thing, some automobile maganext agrecies and companies, including indicated "Dudit scalints" - who as ducturers have altered the interfer do- the Cazadian Imperial Bank of Case- clode a high aumber of French-speaking also of cars to accommodate high heals | merce (1981), Labott Browing Co. Ltd. | wasses in Queber-have the lowest level

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"a 125-page book in magnetive format." Scheduled for publication on April 1 revotes. Mosher said. To deterroupe whether Canadams are ready for a

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AGRICULTURE

A shock for farmers

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A few stray polts. undetectable bu humans, can turn a harn into a maze of electricity for cows 13,660-dalay farmers seem most affected

recovering Ontario Hodes to modify its

launched lawacits against the offlity Ontario Federation of Agriculture's Hy-In their defence, Hedra offstale point signed to allow an much as 16 stree welts helped to develop a "tragic voltage filter" which costs about \$300 and is sup-

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BOOKS

The Soviets done to a turn sices of the young Siberian Kanister "lost socia" at edds with society and sheered with visions of Alica, who

(Random House, 445 pages, 245 (%)

Ering the 1990s and 1979s naveltat writing The Barn, a brilliant novel that ingly original, when The Burn appeared in Stale in 1960 it regated a sensation in in the West Akayence now lives in

The form is a big, spearting payed nearth's realised details. It is also an coffeedady mederals effect that ofton shift's between first and third namen into The central flexes in a more Russian.

keepe appearing under various stones mother is a political prisoner, Tolya The Show boils with this develop falls in leve with a young girl called Alisa, whom he has noticed in a line of | Soviet Urson as a tearning hell where

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-and precise 73 tral symbols. The child of Polish and English parents. Alien stands for Bossia's Egrapean roots Unifice Ms countryman ususly denounced the isolationism and a plea-

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our during the 1980s and 1970s, where The Stora's unforestable sitelity was its imprense group of characters nor- | delight most readers, but it can unly ever A WINTERS TALE You're on a trail that's becoming a leated right before your slos. This is British Columbia. The loids are off so ski school. The lines are short. The day stretches ahead like a lazy cat. Powder bosels. Long treed



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reaches well broad the hearding of nigh trivia, Columbo's account of how Earle Birney thought he invested a perb narralive poem "David" -- and then discovered it actually saisted in the outramous and charming entry in Report Handarway While Image in Tarents in the 1830s be wrote a small Mr Canadiana/Ther are to galler Americano/They so bone at night/ They eightettes don't smell had Their hats fit They don't believe in Lateraskates." That is not Nobel Prus materi-



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FILMS

Shadows on a portrait

A SUNDAY IN THE COUNTRY

early 50th earliery French facility a profesion of flowers climbs rockwalls Dorress), swalts the regular Sunday visit from his son, Gennagus (Michel greeddaughter, lost in her own feet an world, plays with her dell, the soher Genzague admonishes the boys while Maich), seeds her husband in return Meanwhile, Ladurini's boundarper Merceden (Mexicus Chaumette), kesos The first half of the files is becausely and attended it makes the viewer feel

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Throrted by Alan Purker he idea of a boy so precentied with body that he wonts to fall to them and even fy like them will strike many as abound But the sectained 2979 novel Birds, by an under the paradogree "William Wharton brought the bay's tener world mayonly and painfully to life-secuthing

less. Al tries to get through to Birdy to

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A tribute to the gang

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Wohney Departments in a stein loan berrys in 1985, when Johnny Kelby

(Machael Ecutors), ensugeing propriator When a chorus ext page of Ld (Namlog Henner's taunts Johnny by saking. adverb" he replies, "I like a girl that's and they more into the recal Game-"Christman Day Shoughter" he is an enlightened boss "You more snether



that she plosted her witty film by studying video cassettes of James Capusy Michael (Mr. Mon.) Resouris sharpthur ... a supremental rospe with a lithe

Still Johns Dengrouds underests plus are forgrable, especially when playment as a stadio film-maker store actron Ma Lepino in the 1960s, has

medoced a wintful with tribute to

-Genaus Pears



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